# SWOT - Basic

## Strength

- Brand Equity
- Retail Masters
- Regions 2 / 4

## Weakness

- Non Retail Masters Stores
- Price Disparity (Doral/GPC)
- Price Point
- Visibility / Priority
- Supermarkets

## Opportunity

- Region 5
- Box Discount Smokers
- Menthol
- Non Retail Masters Stores
- Carton Sales

## Threat

- Exclusive Stores
- Section 22 / 42

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